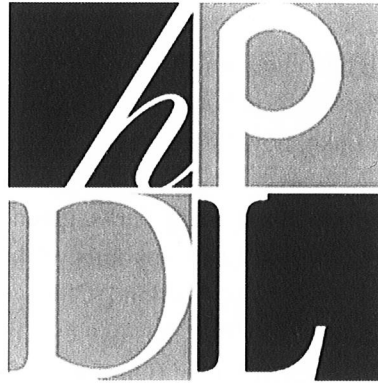


## Neighborhood Priority Plan



Hale, Page and Diamond Lake Community Association

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## NEIGHBORHOOD DESCRIPTION

The neighborhoods of Hale, Page and Diamond Lake (HPDL) represent an “unsung jewel” of South Minneapolis. The HPDL neighborhoods boast outstanding residential areas with easy access to commercial and recreational areas in the metro area. The boundaries are Highway 35W on the west, Minnehaha Creek on the north, Cedar Avenue on the east, and both Highway 62 and 62nd Street on the south.

The city of Minneapolis charter was signed under an elm tree on the Charles Hoag property on Clinton Avenue South and there are several other historic houses in the neighborhood, including the Foshay House that once looked out onto Pearl Lake, now Pearl Park.

Natural amenities grace our neighborhood with its many parks, green spaces and bodies of water, including Diamond Lake, Minnehaha Creek and Lake Nokomis. A healthy collection of home based businesses supplement our commercial nodes along Portland, Chicago and Bloomington avenues. Eight churches are housed within our community and HPDL has two excellent schools: one Minneapolis public elementary school (Hale) and one K-8 parochial school (Our Lady of Peace).

Since first embarking on the NRP Phase I plan in 1992, some changes have taken place in HPDL. Hale School remains paired with Field School in the adjacent Field-Regina-Northrop neighborhood, but Hale School is now grades K-4 and Field is grades 5-8. In 2004, Hale also became an Early Childhood Family Education (ECFE) site, so children can receive educational services in our neighborhood or a nearby neighborhood from infancy through eighth grade.

Among the 4,238 households in HPDL, 96% are single-family homes. According to the 2010 census, 10,386 people live in our community. 84% of residents describe themselves as white, but racial and ethnic diversity has increased from 2000 to 2010 with the white population declining slightly and Latino, African-American and Asian populations increasing.

The housing stock remains strong with very few problem properties and virtually no empty lots. Residential turnover is fairly low in relation to other Minneapolis neighborhoods and new homeowners fill vacancies rapidly.

## Hale, Page and Diamond Lake Community Association Priorities

### A. Commercial Development

The HPDL board has worked hard to revitalize the business association in the neighborhood. They have done a rebrand and are now called the Diamond Lake Community Alliance. They have completed a website redesign and have elected officers to lead the group. They are continuing to grow and reach out to home based businesses in the area. HPDL is also going to have 3 Farmer's Markets in our neighborhood in the summer of 2014. We are working with Kingfield Farmer's Market to make this project happen.

### B. Environment

HPDL coordinates an Earth Day event each year at Pearl Park and Todd Park in cooperation with the City of Minneapolis and the Park Board. On average we have 60 people attend to help clean up the public green spaces in the neighborhood. We also financially support two community gardens in our neighborhood that are cultivated by 6 to 10 volunteers. In 2014, the HPDL Environmental group will be organizing a composting program for the neighborhood that will include education, a locked dumpster for compost, and working with local businesses to support the project.

### C. Parks and Recreation

The center of our community is Pearl Park. HPDL has been very involved in the past through our NRP money in getting improvements made to the park. We work closely with the park staff and with PIRC to support the programs at the park and the improvements and needs they may have. HPDL is very interested in upgrading the main sign at Pearl Park in 2014 along with working with the Park Board to renovate Triangle Park.

### D. Crime and Safety

The Crime and Safety Committee of HPDL is a group of 7 volunteers who work closely with the Minneapolis Police on crime issues in our neighborhood. HPDL is a low crime area and we work hard to get information out to residents when there is an issue. The Crime and Safety Committee is present at our events in the neighborhood and passes out safety items such as blinkies for bike riding and running at dusk, keychain flashlights, and safety whistles. They also hold an annual meeting in March to discuss the crime issues and preventative measures. The Minneapolis Police are in attendance at that meeting along with our City Councilmember. A major project completed in 2013 was the painting of the mural on Aqualand, a local business who has had problems with graffiti in the past. This mural project was collaboration with local high school art students, local businesses, and many others. In 2014 the crime and safety team will work on graffiti abatement and look to install wrappers on several electrical boxes in the neighborhood.

### E. Building Community

HPDL plans and coordinates two significant events each year for the neighborhood. The Frost Fest event happens in January and is a family event that includes games, ice skating, sleigh rides, a DJ, and craft projects. The Hockey Association runs the concessions as a fundraiser for their program. In addition local businesses donate items for a door prize drawing. Average attendance for this event is 400.

The second event of the year is Picnic in the Park. The event is on its 21<sup>st</sup> year and is a staple in the neighborhood. This event brings out 4,000 people and allows for the business community to interface with the neighborhood, neighbors to connect with neighbors, and for Pearl Park to increase awareness of their facility and programs. Picnic has expanded each year to include more food vendors, more business and non-profit participation, increased entertainment options that engage all ages, and local community support for door prize donations. The Picnic Committee is currently working with the Park Board and the City of Minneapolis to reduce waste at this event.

The neighborhood garage sale has taken place for the past two summers and in 2013 participation increased by 35%. We also added a charity pick-up after the sale which was very popular. HPDL will continue the garage sale and look to increase involvement in 2014.

Communications is another important part of our Building Community Priority. In the past year we have worked hard to develop a new template for our newsletter and to move to an electronic version to cut down on printing and mailing costs as well as being more environmentally friendly. We currently email our bi-monthly newsletter to 600 people and have a mailing list of 50. The communication's committee and the board are working to develop a plan to capture more email addresses to get the newsletter out to more people. HPDL also uses Mail Chimp to send professional emails to residents and we have also redone our website and are working to increase our Facebook participation. Our communications are always evolving as we work to increase the number of neighbors we reach. We are also undergoing a website redesign in order to increase traffic to our site and make it more user friendly, especially on mobile devices. This redesign will be completed in 2014.

\*\*This plan was presented at the HPDL Annual Meeting on Monday, September 17<sup>th</sup>, 2012.

\*\*This plan was updated September 2013 and was presented at the Annual Meeting on Thursday, October 10<sup>th</sup>. The HPDL Board voted to accept the amended plan at their board meeting on Monday, October 28<sup>th</sup>, 2013.